



RESET YOUR NEST

Reset Your Nest is unlocking a \$14B opportunity by building a platform and marketplace for home organizers and clients.

We organize homes with a social mission to close gender gaps for housework, wealth and wages.

Service > Platform > Marketplace

Customers: Get organized

Organizers: Spend less on business expenses

We're professionals with Grit + Hustle

CEO Tori is a Silicon Valley fintech product leader with 20+ years of experience. We are a team of professional organizers and engineering and marketing professionals working together to make the home organizing industry more efficient and profitable.

Problem

Home organizer fixed costs are high and solo-entrepreneurs are at a disadvantage because technology has not been applied to home organizing as an industry.

Organizers have unsustainable fixed costs with upwards of \$100,000 spent annually on fixed costs, including Quickbooks, CRM, Inventory, Payroll, Training, Marketing, and Insurance

We are building a 3-Phase Solution

2024: Acquire 30 organizers nationally to build a backend platform where we share fixed costs and reduce expenses

2025: Offer all organizers a better white label backend platform

2026: Expand platform to a marketplace where consumers can plan their home, purchase products, or match with a professional

US Market is ready!

Pivotal Ventures estimates home services are \$339B opportunity
In 2023, we estimate at least \$400M spent on home organizing services

Home Organizing Opportunity

10M American households make \$250K annually

10% of market @\$6,000 = \$6B

Relocation Opportunity

18M Americans move annually.

Top 3% 540,000 American families. Spend \$15,000 = \$8.1B

Topline Traction

2022 Built training program and streamlined ops

2023 Backend tech stack (HubSpot, QB, Rippling, etc)

Acquired Sikora Solutions, a RYN Company

Margin efficiencies:

When 30 organizers making \$8M share costs, we all achieve our 15% operating goal, allowing us to create and redistribute wealth to teams

Organizer Customer Acquisition

CAC is ~\$150

Most effective channel is referral and WOM

Partnerships with Realtors, Construction Contractors, Movers

Average spend \$6,000

Competitors:

Neat Method (Franchise with 90 locations, \$15M recent valuation)

The Home Edit (Netflix Show/ Walmart product brand)

Ideal investor

Angel investor who wants to make a gender impact investment from \$25K to \$1M as a SAFE to get us started using Angel List syndicate. You want home organization services and livable wages for domestic workers in the US economy.

\$3 Million in funding supports

Expand to 30 regions and \$20M revenue

Hire the HR, and ops team to support growth

Build technology platform

Company Profile:

URL: <https://www.resetyournest.com/>

Instagram: @reset_your_nest (100K+ followers)

Industry: Home Services

Employees: 6 FTE; 80 organizers

Contact:

Name: Tori Horton

Email: tori@resetyournest.com

Phone: 669-208-2122

Previous Capital: \$0

Founders Investment: \$880k

Monthly Burn Rate: \$95K

Pre Money Valuation: \$1M

Seeking: \$3M

Management:

Tori Horton, CEO | **Jen Martin**, Founder and Creative Director | **Ashley Anderson**, CFO | **Stephanie Sikora**, SVP Growth and Process | **Kasie Pardi**, CPO | **Paul Pardi**, CTO

Advisors:

Angela Gayles, Former Meta HR Director | **Hyacinth Vassell**, Director of Entrepreneurship for the Kauffman Foundation | **Kevin Morgan**, Marketing for startups and fintech | **Louise Pentland**, Former PayPal Chief Business Affairs and Legal Officer | **Lisha Bell**, Economic opportunity fund manager at PayPal | **Noha Rizk**, Global Head of Marketing for Meta AI | **Rebecca Van Dyck**, Former Meta Reality Labs COO | **Tanya Hughes**, Association for Enterprise Opportunity Interim CEO

Financials	2020	2021	2022	2023
Revenue	76K	565K	898K	1.2M

Region	Customers
Salt Lake City	336
Denver	155
Los Gatos	14
Total Customers	505
Repeat rate	26%